

# Memorandum of Understanding with Balboa Park Celebration, Inc.

Rules Committee

October 12, 2011

# Balboa Park Celebration, Inc.

- Non-profit, public-benefit corporation; 501(c)(3)
- Created to plan, fund and implement a world-class Celebration of the Centennial of the 1915 Panama-California International Exhibition
- *Co-chairs:* Nikki and Ben Clay
- *Directors:* Pete Ellsworth, Cheryl Kendrick, Mike McDowell, Patricia McQuater, Patti Roscoe, Frank Urtasun

# Elements of the Celebration

- Year-long celebration with extraordinary and fun activities for residents and visitors
- Enhances stature of Balboa Park, its institutions
- Celebrates the Park's many venues and amenities
- Includes a broad range of activities -- including free activities -- that reflect the City's demographics and diversity
- Features blockbuster events at institutions
- Generates tourism that gives a long-term boost to the General Fund

# Purpose of MOU

- A framework document that establishes a canvas for planning the Celebration
- Recognizes 2015 Committee as sole organizer so it can move forward with fund-raising, organizing
- Allows 2015 Committee to determine scheduling of Balboa Park events during Celebration Period
- Establishes mutual goals of accommodating other events and incorporating traditional ones
- Allows 2015 Committee to return to City responsibility for venues and time periods

# 2015 Committee Responsibilities

Include:

- Comprehensive project management
- Fund raising
- Event planning
- Permits and approvals
- Promotion and marketing
- Temporary infrastructure
- Relations with park institutions and user groups

# Planning Reports

Include:

- Community Outreach / Input Plan
- Business Plan, Strategic Plan, Budget
- Master Calendar
- Sanctioning Process
- Venue Allocation Plan
- Transportation, Access and Parking Plan
- External Communications Plan

# 2015 Committee Reporting

## Information Reports at Public Meetings

- Balboa Park Committee (quarterly/monthly)
- NR & C Committee (quarterly/monthly)

## Documents to City for information and comment:

- March 30, 2012
- November 1, 2012
- February 1, 2013
- May 1, 2013
- November 1, 2013

# City Responsibilities

- Give 2015 Committee ability to schedule events in Balboa Park
- Work with 2015 Committee to facilitate its goals, process permits
- Review and consider waiving charges for City services on an event-by-event basis
- Provide \$450,000 in previously allocated funds (by separate agreement) that 2015 Committee has leveraged to obtain \$600,000 in matching funds



# 2015 Committee

## Fiscal Responsibilities

- Assumes liability and fiscal responsibility for event
- Has ability to raise funds through sponsorships, grants, donations, admission fees, merchandising
- All revenues go for Celebration
- Must provide audited financial statements to City
- Subject to City audit
- Unused revenues will be transferred to the City for capital programs in Balboa Park

# Projected Visitor Room Nights

Regional promotion aimed at Western United States

- Room Nights: 300,000
- TOT to City: \$4.7 million
- Total Economic Impact: \$331 million

National promotion across United States

- Room Nights: 600,000
- TOT to City: \$9.5 million
- Total Economic Impact: \$662 million

# Questions